

## ABSTRACT OF THE DISCLOSURE

An advertising system is disclosed which is capable of balancing the degree of specifying geographical areas for advertisements and the number of advertisements being displayed, in accordance with content of the advertisements. A database stores the advertisements, after gradually fractionalizing the advertisement areas into increasingly more specific geographic regions, categorizing the advertisements according to levels of fractionalization and the area sections within the levels, and further categorizing the advertisements according to the content thereof. A data receiving means receives from a computer x "perusal data" indicating the levels of fractionalization of the areas, the area sections within the levels and the content of the advertisements. A retrieving means retrieves from the advertisements stored in the database advertisements categorized according to the levels of fractionalization of the areas, the area sections and the content of the advertisements, all of which are concerned with the "perusal data," and a data transmitting means 4 transmits "advertisement data" of the retrieved advertisements to the computer x.